

Index #

62.25



Plant Pat. No. 993

FALL 1954

SPRING 1955

red rich

EVERBEARING

®

WHOLESALE PRICE LIST

STRAWBERRY

PERENNIAL PLANTS

PYRAMID GARDENS

RETAIL

STORE PACKAGES

New Ideas For Greater Sales

judson

WHOLESALE

nurseries

BRISTOL, INDIANA

another profit maker —

L-O-N-G SEASON strawberry garden

Offer your customers a strawberry garden that will reach from one end to the other of the long June bearing strawberry season. These fine June bearing varieties were carefully selected to provide fruit for Early mid-season, Midseason, Late midseason and Late.



VERMILION (Early midseason)



JUMBO (Midseason)



ARMORE (Late midseason)



BRITISH SOVEREIGN (Late)

"L-O-N-G" season strawberry collection

25 Vermilion,

25 Jumbo,

\$2⁸⁵

25 Armore,

25 British Sovereign

Collection of 100 plants, your cost, postpaid

RESEARCH at Judson's

Herschel L. Boll joined our nursery last year as Research Director. He came to us from the University of Illinois and is considered one of the top strawberry men in the country. His work at Judson's will strive toward the best in new varieties plus all the other advantages that only the serious work of research can produce.

STRAWBERRY FIELD DAY—It is our aim to continue an annual Strawberry Field Day to be held at the Nursery each June.

about **RED RICH®** for 1955

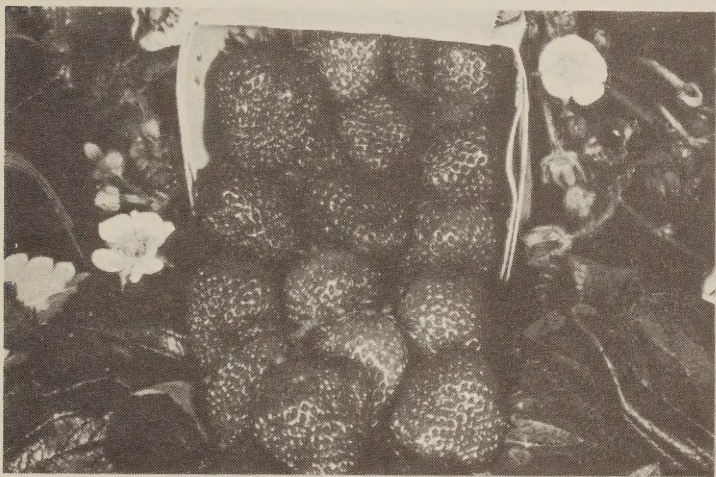
THE AMAZINGLY POPULAR **EVERBEARER**



Each year since Red Rich® jumped to national prominence as one of the most publicized strawberries in gardening history the supply has not kept pace with demand. We knew that for 1955 we had to produce—so more than

850,000 early planted Red Rich® got off to a great start. This more than doubles any amount previously planted and what's more they are producing more runners than we have ever seen before at this time of the year. Yes, 1955 looks good for Red Rich® . . . the year we have all been hoping for.

*(Note: In your catalogs, advertising, etc., be sure that you place an ® like this: **RED RICH®** whenever you use the name. The Trade Mark Red Rich® is registered in the U.S. Patent Office.*



Plant Patent 993

COPY SUGGESTIONS FOR **RED RICH®**

You just pick and pick and pick these luscious berries from June right through 'til frost. Folks who say an everbearer isn't sweet should taste Red Rich®. They're chock-full of real honey-sweet goodness. They're deep red through the core. Solid and firm. Tops for freezing, too! A leading midwestern university reports Red Rich® the best of 29 varieties tried. The plants are so tall and full that you can use them as beautiful garden border or edge in front of evergreens—many places.



Red Rich® plants are identified in national advertising and catalogs as being "Only Genuine In This Carton". We will supply you with this cut or photo print upon request. Red Rich® carries Plant Patent No. 993. The trade mark name Red Rich® is registered in the U.S. Patent Office. Be sure to use this indicia.

POTTED **red rich®**

Be sure to add a line or two in your catalog and list Potted Red Rich® for shipment in June, July and August. Vigorous, growing Red Rich® plants shipped in bands with original potting soil. Undisturbed roots keep right on growing.



Enjoy the added profit and real customer satisfaction these tested varieties will give you.

Here are copy descriptions of these carefully selected varieties that will assist you in preparing your catalog.

JUNE BEARING



ARMORE

(Late midseason)

BIG is the word for Armore. BIG producer. BIG berries. BIG harvests when the other June bearers are through. It proved more productive than over 200 other varieties. Hard to beat for flavor and sugar sweetness. Already a big favorite with commercial growers.

BELLMAR (Early midseason)

Looking for the best freezing June berry of them all? This is it—BELLMAR. The berry that stood head and shoulders above others in University freezing tests. It's a dark red berry, long conic in shape. A good producer with a fine sweet flavor.

BRITISH SOVEREIGN

(Late)

Especially recommended for the home gardener who wants a late berry of wonderful flavor. The berries are large and deep red with a high sugar content. You'll enjoy luscious strawberries longer when you plant British Sovereign and you'll rave about its delightful flavor.



CRIMSON FLASH (Early) (Pat. Applied for)

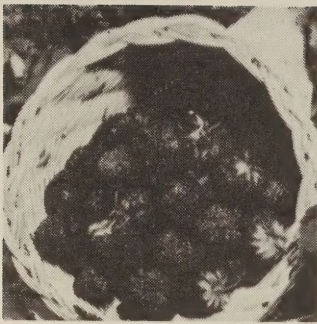
Sssshhh . . . we're just whispering about this new one. Listen—it's highly productive—its berries are big and wonderfully sweet, and . . . oh, oh, we'd better not say any more this year because the quantity is extremely limited.

EMPIRE

(Late midseason)

From the New York State Agricultural Experiment Station, this new June bearer answers the demand for a fancy, good keeping strawberry. Its glossy red color and large size make it one of the most attractive of berries. Vigorous grower, high quality and good shipper. Ripens about one week after Premier.





(Midseason)

Our choice for the *All American* June bearing. Jumbo has everything—everything the home gardener and commercial grower demand in an all-purpose straw-

berry. It is deep red all the way through and chock-full of real honey-sweet goodness. Berries are firm and solid for shipping and handling. In actual freezing tests Jumbo rated superior and records prove that it is one of the heaviest yielding strawberries known. Chances are—Jumbo will soon be your favorite.

PAYMASTER

(Midseason)

Sparkling, radiant red. A real beauty of a berry . . . beauty that is more than skin deep because Paymaster is red clear through. It's one of the new varieties that rates high in university freezing tests and at the same time boasts a firmness that makes it ideal for handling. The berries are large and it's a high yielder. Resistant to red stele.



PLENTIFUL

(Late midseason)

Here's the strawberry that earned its name by performance. Very highly productive in plants and yield. The berries are exceptionally large and a brilliant red. An excellent choice for heavy production when the demand is high after earlier varieties are through. Resistant to red stele.



SHASTA

(Early midseason)

Exquisite flavor . . . that is Shasta. Especially recommended for the home gardener for unique and wonderful sweetness all its own. It ripens early and produces an excellent harvest of beautiful berries that are unusually large in size.



VERMILION

(Early midseason)

Vermilion has undergone continuous and extensive testing at the University of Illinois and Experiment Stations throughout the United States. It is at the top of the list in quality and attractiveness. Berries are medium large and a glossy bright red. Resistant to red stele and leaf spotting diseases.



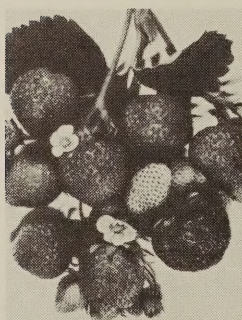
WISCONSIN 214

(Early midseason)

Here's a rare one...an extra big, full bodied berry that rates tops for freezing. Brilliant red in color. Handles well. Excellent for canning and preserves.



EVERBEARING



BRILLIANT

(Plant Patent No. 1183)

(Please note: For the convenience of our customers who wish to handle the new Brilliant everbearing strawberry we have arranged to include this variety in our wholesale pack-out service.)

BRILLIANT (Plant Patent No. 1183). Looking for a *very heavy* producer? Try Brilliant. Tests showed 7000 quarts from one acre the very first year. It produces

bright, glossy berries about sixty days after planting and keeps right on producing 'til fall. Often called the Super-Bearer, Brilliant is a bright, glistening berry sure to please you with its outstanding production of big crops during months when most strawberries are but a fond June memory.

TWENTIETH CENTURY

Highly recommended by Experiment Stations in many states. It rates superior in size, quality and production. Makes a vigorous growth of good sized plants. Bright red berries of fine texture and *excellent* flavor. Bears fruit within sixty days after planting until freezing weather.

red rich
EVERBEARING

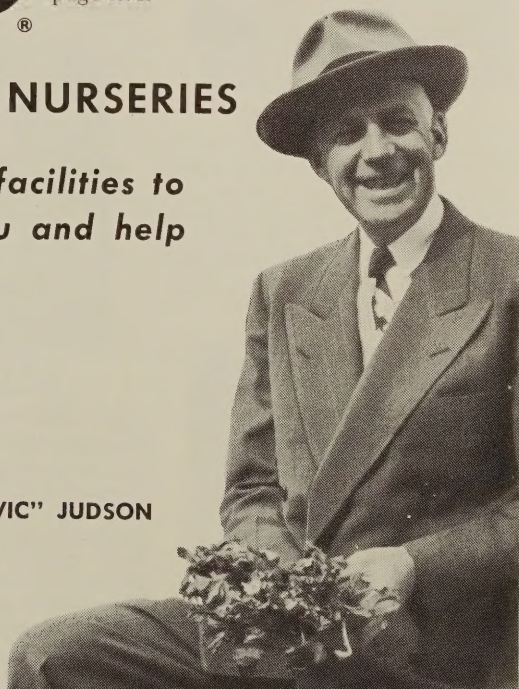
(Plant Pat. No. 993) refer to description on page five.

®

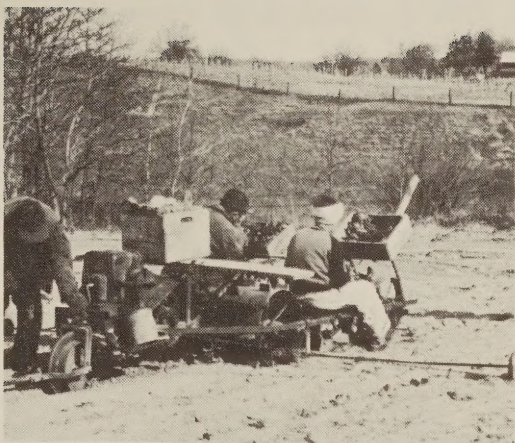
JUDSON NURSERIES

*.... the facilities to
serve you and help
you sell*

"VIC" JUDSON



PLANTING



DIGGING



IRRIGATION



"IRV" BRIGGS,
our Perennial Manager,
in his greenhouse.

FALL 1954 and SPRING 1955 STRAWBERRY WHOLESALE PACK-OUT PRICE LIST

We ship under your label and pay postage. All plants guaranteed.

JUNE BEARING STRAWBERRIES

| Variety | 12 | 25 | 50 | 100 | 250 | 500 | 1000 |
|---|----|--------|---------|--------|--------|--------|---------|
| ✓ Blakemore | | \$.90 | \$ 1.25 | \$1.95 | \$4.00 | \$7.00 | \$12.85 |
| ✓ Dunlap | | .90 | 1.25 | 1.95 | 4.00 | 7.00 | 12.85 |
| ✓ Catskill | | .95 | 1.35 | 2.10 | 4.50 | 7.85 | 14.85 |
| ✓ Premier | | .95 | 1.35 | 2.10 | 4.50 | 7.85 | 14.85 |
| ✓ Robinson | | .95 | 1.35 | 2.10 | 4.50 | 7.85 | 14.85 |
| ✓ Sparkle | | .95 | 1.35 | 2.10 | 4.50 | 7.85 | 14.85 |
| (For Virus Free strawberry plants of the above varieties add \$1.00 per 1000) | | | | | | | |
| * Armore | | 1.00 | 1.45 | 2.65 | 5.25 | 9.00 | 16.85 |
| * Empire | | 1.00 | 1.45 | 2.65 | 5.25 | 9.00 | 16.85 |
| * Tennessee Beauty | | 1.00 | 1.45 | 2.65 | 5.25 | 9.00 | 16.85 |
| * Vermilion | | 1.00 | 1.45 | 2.65 | 5.25 | 9.00 | 16.85 |
| ✓ Bellmar | | 1.05 | 1.55 | 2.75 | 5.50 | 9.50 | 17.85 |
| ✓ British Sovereign | | 1.05 | 1.55 | 2.75 | 5.50 | 9.50 | 17.85 |
| * Paymaster | | 1.05 | 1.55 | 2.75 | 5.50 | 9.50 | 17.85 |
| * Plentiful | | 1.05 | 1.55 | 2.75 | 5.50 | 9.50 | 17.85 |
| * Shasta | | 1.05 | 1.55 | 2.75 | 5.50 | 9.50 | 17.85 |
| ✓ Wisconsin 214 | | 1.05 | 1.55 | 2.75 | 5.50 | 9.50 | 17.85 |
| ✓ Jumbo (Trade Mark) | | 1.25 | 2.00 | 3.35 | 6.50 | 12.00 | 22.85 |
| ✓ Crimson Flash | | 1.35 | | | | | |

(Pat. Appl'd. for) (Only limited quantity available)

*All plants of these varieties are Virus Free at no additional cost.

**Virus Free plants of this variety are available at no additional cost.

EVERBEARING STRAWBERRIES

| | | | | | | |
|---------------------|------|------|------|-------|-------|-------|
| ✓ Gem | 1.25 | 2.00 | 3.35 | 6.50 | 12.00 | 22.85 |
| ✓ Streamliner | 1.25 | 2.00 | 3.35 | 6.50 | 12.00 | 22.85 |
| ✓ Superfection | 1.25 | 2.00 | 3.35 | 6.50 | 12.00 | 22.85 |
| ✓ Twentieth Century | 1.60 | 2.65 | 4.65 | 10.75 | 20.00 | 37.85 |

(Suggested retail for Twentieth Century: 25 for 2.95; 50 for 4.95; 100 for 8.95; 250 for 19.50; 500 for 37.50; 1000 for 52.50)

| | | | | | | | |
|-------------------------------------|-----|------|------|------|-------|-------|-------|
| ✓ Brilliant (Plant Patent No. 1183) | .90 | 1.65 | 2.85 | 5.50 | 11.80 | 28.70 | 52.50 |
|-------------------------------------|-----|------|------|------|-------|-------|-------|

(Established retail for Brilliant: 12 for 1.75; 25 for 3.25; 50 for 5.75; 100 for 9.95; 250 for 42.85; 1000 for 75.00)

RED RICH® everbearing Plant Patent 993

| | 12 | 25 | 50 | 100 | 250 |
|--------------|--------|--------|--------|---------|---------|
| Established | | | | | |
| Retail Price | \$2.95 | \$5.00 | \$8.50 | \$15.00 | \$32.50 |
| Your cost | 1.50 | 2.50 | 4.25 | 8.25 | 20.50 |

(Note: For Fall Shipment list only 12 and 25 quantities)

POTTED RED RICH®—Plant Patent 993. By merely adding a few lines to your Red Rich® listing you can feature Potted Red Rich® for shipment in June, July, August.

| Potted Red Rich® | 12 | 24 | 48 | 96 |
|------------------|--------|--------|---------|---------|
| Retail | \$3.95 | \$7.50 | \$12.50 | \$22.50 |
| Cost | 2.75 | 4.75 | 8.50 | 15.00 |

Plants are established in wood bands and shipped in soil in which they are grown. Vigorous, with undisturbed roots that keep right on growing. Prices are prepaid and plants guaranteed.



50 JUMBO
(Trade Mark)
25 BELLMAR
25 PAYMASTER

\$3.05

Collection of 100 Plants your cost, postpaid

"L-O-N-G" season strawberry collection

25 Vermilion, 25 Jumbo,
25 Armore, 25 British Sovereign

\$2.85

Collection of 100 plants, your cost, postpaid

COMPLETE PACK-OUT SERVICE ON ALL POPULAR PERENNIALS

This popular line of perennials can fit into your pack-out business easily and profitably. Handled in the same efficient manner as our strawberry pack-out plan. We supply you with order-shipping tags.

We ship for you under your label and pay postage. All plants guaranteed.

WHOLESALE PACK-OUT PRICE LIST FOR FALL 1954 and SPRING 1955

| Variety | 3 Plants | 6 Plants |
|---|----------|----------|
| Chrysanthemums | \$1.20 | \$2.10 |
| Charles Nye—Yellow | | |
| Betty—Pink | | |
| Huntsman—Bronze | | |
| Red Velvet—Red | | |
| Polar Ice—White | | |
| Sawyer's Giant—Lavender | | |
| Cushion Mums | 1.20 | 2.10 |
| Yellow, Bronze, Red, White, Pink | | |
| Tall Baby's Breath (Gypsophila) | 1.00 | 1.65 |
| Shasta Daisy | 1.00 | 1.65 |
| Painted Daisy | 1.00 | 1.65 |
| Delphinium (Pacific Hybrids) | 1.20 | 2.10 |
| Day Lillies (Hemerocallis) | 1.25 | 2.15 |
| Hyperion—Yellow | | |
| Gypsy—Orange | | |
| D.D. Wyman—Light Yellow | | |
| Highland Chieftan—Wine red | | |
| Columbine (Aquilegia) | 1.00 | 1.65 |
| Corn Flower "Blue Moon" Stokesia | 1.20 | 2.10 |
| Gaillardia (Blanket Flower) | 1.00 | 1.65 |
| Sun God—Golden yellow | | |
| Burgandy | | |
| Dazzler—Red and Yellow | | |
| Phlox Subulata (Creeping Phlox) | 1.00 | 1.65 |
| Atropurpurea—Red | | |
| Blue Hill—Blue | | |
| Moreheimi—Pink | | |
| Alba—White | | |
| Alyssum Saxatile Compactum | 1.10 | 1.75 |
| (Basket of Gold) | | |
| Healianthemum Mutabile | 1.10 | 1.75 |
| (Sun Rose) | | |

| Variety | 3 Plants | 6 Plants |
|--|----------|----------|
| Hardy Phlox (Phlox Decusata) | 1.00 | 1.65 |
| July Glow—Orange scarlet with darker eye | | |
| Caroline Vandenberg—Lilac blue large florets | | |
| Mary Louise—Glistening snow white heads | | |
| Prime Minister—Pure white, crimson eye | | |
| Daily Sketch—Brilliant salmon pink | | |
| Starlight—Lavender with white star | | |
| Rosy Blue—Large rosy blue flowers | | |
| Spitfire—(Frau Alfred Von Mautner) | | |
| Salmon orange flowers, crimson eye | | |
| Border Queen—Pure rose pink—outstanding | | |
| Bright Eyes—Bright rose pink, dark red eye | | |
| Leo Schlaegeter—Most fiery red of all phlox | | |
| Collection A (6 Phlox) | | |
| 1 each of July Glow, Caroline Vandenberg, Mary Louise, Daily Sketch, Spitfire, Leo Schlaegeter..... | | \$1.65 |
| Collection B (12 Phlox) | | |
| 1 each of July Glow, Caroline Vandenberg, Mary Louise, Prime Minister, Daily Sketch, Starlight, Rosy Blue, Spitfire, Border Queen, Bright Eyes, Leo Schlaegeter, Salmon Glow | | \$2.85 |
| Adonis—Bright scarlet crimson | 1.35 | 2.35 |
| Brigadier—Brilliant orange red | | |
| Elizabeth Arden—Soft lilac pink | | |
| World Peace—Pure white, large florets | | |
| San Antonio—Vivid carmine head—shaded plum | | |
| Purplekrome—Deep purple | | |
| Sir John Falstaff—Extra large florets of brilliant salmon pink | | |
| Collection C (6 Phlox) | | |
| 1 each of Sir John Falstaff, Brigadier, Elizabeth Arden, World Peace, San Antonio, Purplekrome..... | | \$1.85 |
| Bleeding Heart (Dicentra Spectabilis) | 2.10 | 3.75 |
| Hardy Asters (Fall Blooming) | 1.20 | 2.10 |
| Beechwood Challenger—Red | | |
| Blue Symphony—Blue | | |
| Harrington's Pink—Pink | | |
| Mt. Everest—White | | |
| Carnations | 1.20 | 2.10 |
| Red, Pink, White, Yellow | | |
| Teucrium (Midget Hedge) | 1.10 | 1.75 |
| Lavendula Vera (Sweet Lavender) | 1.20 | 2.10 |
| Lythrum—Morden's Pink | 1.25 | 2.15 |

(Note: We have found that some of the above plants will ship better when potted in wood bands and packaged in "Poly-Cel" jacket to retain moisture.)

WHOLESALE BULK PRICE LIST

PERENNIALS FALL 1954—SPRING 1955

F. O. B. BRISTOL, INDIANA

These are hardy field grown No. 1 Perennials. Grown on specially prepared soil, properly fertilized and under irrigation.

HARDY PHLOX

Group No. 1 (Phlox are tied 25 plants in labeled bunches)

Eva Foerster—Rich salmon pink, white eye

Flash—Scarlet crimson

July Glow—Orange scarlet with darker eye

Ethel Pritchard—Delicate light blue

Von Lassburg—White phlox, sturdy

Wm. Kesselring—Plum purple, delicate lilac eye

Prime Minister—Pure white, crimson eye

PRICE LIST — Group No. 1

Up to 100—12c ea. 100 to 1000—11c ea.

Group No. 2

Daily Sketch—Brilliant salmon pink

Caroline Vandenberg—Lilac blue large florets

Mary Louise—Glistening snow white heads

Starlight—Lavender with white star

Ruby Lee—Ruby Red

Rosy Blue—Large rosy blue florets

Lillian—Cameo pink

Royal Purple—Rich shaded violet, deeper eye

Frau Alfred Von Mauthner (Spitfire)—Salmon orange, crimson eye

American Beauty—American Beauty pink

Border Queen—Pure rose pink—outstanding

Leo Schlageter—Most fiery red of all phlox

Salmon Glow—Flame pink with salmon

PRICE LIST—Group No. 2

Up to 100—14c ea. 100 to 1000—12c ea.

Group No. 3 *Indicates new varieties

***Adonis**—Bright scarlet crimson

***Brigadier**—Brilliant orange red

***Elizabeth Arden**—Soft lilac pink

World Peace—Pure white, large florets

San Antonio—Vivid carmine head, shaded plum

***Purplekrome**—Deep purple

PRICE LIST—Group No. 3

Up to 100—20c ea. 100 to 1000—18c ea.

ALYSSUM (Saxatile Compactum)

Bright Yellow. 10 Inches. May.

Up to 100—15c ea., 100 to 500—12c ea.

AQUILEGIA

(Mrs. Scott Elliot Hybrids)

Long spurred. Mixed colors. Ultimate height 2½'. May-June.

Up to 100—15c ea., 100 to 500—12c ea.

ASTERS

| | | | |
|----------------------|----------|------------------|--------------|
| Beechwood Challenger | 2 to 2½' | August-September | Scarlet |
| Blue Gown | 3 to 4' | August-September | Chinese blue |
| Barr's Pink | 3 to 4' | August-September | Rose pink |
| White Lady | 3 to 4' | August-September | Pure white |

Up to 100—18c ea., 100 to 500—15c ea.

CAMPANULA Medium (Canterbury Bells)

2'. June. Mixed.

CAMPANULA Calycanthema (Cup and Saucer)

2'. June. Mixed.

Up to 100—12c ea., 100 to 500—10c ea.

CARNATION GRENADIN

| | | | |
|---------------------------------------|--------------|----------------|------------------|
| King of the Blacks | 1 1/2' to 2' | June-September | Dark velvety red |
| Golden Sun | 1 1/2' to 2' | June-September | Golden Yellow |
| Innocence | 1 1/2' to 2' | June-September | Pure white |
| Rose Queen | 1 1/2' to 2' | June-September | Rose pink |
| Up to 100—12c ea., 100 to 500—10c ea. | | | |

CHRYSANTHEMUMS Upright varieties

| | | | |
|---------------------------------------|--------------|------------------|----------------------------------|
| Algonquin | 2' to 2 1/2' | August-September | Light Yellow semi-double flowers |
| Charles Nye | 18" to 24" | September | Golden Yellow Double flower |
| Huntsman | 18" to 24" | September | Glowing bronze |
| Polar Ice | 18" to 24" | September | Pure white |
| Sawyer's Giant | 15" to 18" | August-September | Orchid |
| Red Velvet | 15" to 18" | September | Dark red |
| Up to 100—18c ea., 100 to 500—15c ea. | | | |

CUSHION MUMS

| | | |
|---------------------------------------|------------|------------------|
| Bronze | 12" to 15" | August-September |
| Pink | 15" to 18" | August-September |
| Red | 15" to 18" | August-September |
| Yellow | 12" to 15" | August-September |
| White | 12" to 15" | August-September |
| Up to 100—18c ea., 100 to 500—15c ea. | | |

DELPHINIUM (Larkspur)

| | | | |
|---------------------------------------|--------------|-----------------|--------------|
| Belladonna | 2' to 2 1/2' | June-July | Sky blue |
| Bellamosa | 2' to 2 1/2' | June-July | Dark blue |
| Pacific Hybrids Mixed | 3' to 4' | Spring and Fall | Mixed colors |
| Up to 100—15c ea., 100 to 500—12c ea. | | | |

DIANTHUS BARBATUS (Sweet William)

| | |
|---------------------------------------|-----------------|
| 1 to 1 1/2' | June-July Mixed |
| Up to 100—12c ea., 100 to 500—10c ea. | |

DIANTHUS PLUMARIUS (Garden Pinks)

| | |
|---------------------------------------|-----------------|
| 15" to 18" | June-July Mixed |
| Up to 100—12c ea., 100 to 500—10c ea. | |

GAILLARDIA (Blanket Flower)

| | | | |
|---------------------------------------|----|------------|----------------|
| Grandiflora Burgandy | 2' | All summer | Wine red |
| Grandiflora Dazzler | 2' | All summer | Yellow and red |
| Grandiflora Sun God | 2' | All summer | Pure Yellow |
| Up to 100—15c ea., 100 to 500—12c ea. | | | |

HELIANTHEMUM (Sun Rose)

| | | | |
|---------------------------------------|-----------|-------------|-------|
| Mutabile | 8" to 10" | June-August | Mixed |
| Up to 100—15c ea., 100 to 500—12c ea. | | | |

PYRETHRUM (Painted Daisy)

| | | | |
|---------------------------------------|--------------|----------|-------|
| Robinson's Red Hybrid | 1 1/2' to 2' | May-June | Mixed |
| Up to 100—15c ea., 100 to 500—12c ea. | | | |

SHASTA DAISY (Chrysanthemum Maximum)

| | |
|---------------------------------------|----------------|
| 18" to 24" | May-June White |
| Up to 100—15c ea., 100 to 500—12c ea. | |

PLATYCODON (Balloon Flower)

| | | | |
|---------------------------------------|------------|-----------|------|
| Japonicum Gr. fl. | 18" to 24" | June-July | Blue |
| Up to 100—15c ea., 100 to 500—12c ea. | | | |

NEPETA MUSSINI (Ground Ivy)

| |
|---------------------------------------|
| 6" June Blue |
| Up to 100—12c ea., 100 to 500—10c ea. |

PHLOX SUBULATA (Creeping Phlox)

| | | | |
|---------------------------------------|----------|----------|------------|
| Atropupurea | 6" to 8" | May-June | Vivid red |
| Blue Hills | 6" to 8" | May-June | Blue |
| Alba | 6" to 8" | May-June | Pure white |
| Moreheimi | 6" to 8" | May-June | Dark rose |
| Rosea | 6" to 8" | May-June | Light rose |
| Up to 100—12c ea., 100 to 500—10c ea. | | | |



Redi-Plant

(Trade Mark)

POTTED PERENNIALS

Patent Applied for

Three perennials of one variety are packaged in each carry-out carton. Each carton displays a beautiful four color illustration of the matured plant and complete planting suggestions. Soil is held in wood bands 2" x 2" x 2½" deep and this band is surrounded by moisture retaining jacket. Perennials will hold two weeks but should be removed from shipping case upon arrival.

VARIETY

DESCRIPTION

| | |
|--|--------------------|
| Cushion Mums | Yellow, Red, White |
| Creeping Phlox | Pink, Red |
| Sweet William | Mixed Colors |
| Carnations | Red, Pink |
| Gaillardia | Orange Red |
| Shasta Daisy | White |
| Canterbury Bells (Bi-annual) | Mixed colors |
| Garden Pinks | Mixed shades |
| Hardy Chrysanthemums | Yellow, Red, White |

Wholesale cost:

2 to 5 shipping cases 65c per carton of three plants.

6 or more shipping cases 60c per carton of three plants.

Shipping case consists of 12 carry-out cartons (3-paks) 36 plants.

Express prepaid—Minimum order 2 cases. (72 plants)

DISPLAY UNIT

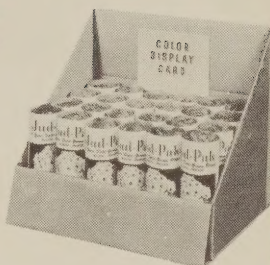
Display unit furnished without charge on order for 6 shipping cases or more.

Be sure to specify display unit on your initial order for 6 cases.



Jud-Pak Phlox

A top favorite for years on retail counters. These bare root packaged phlox will hold two weeks on your counter.



Variety

Description

| | |
|---------------------|---------------------|
| Prime Minister..... | White with red eye |
| VonLassburg..... | White |
| Salmon Glow..... | Pink |
| Ruby Lee..... | Dark Red |
| Flash..... | Light Red |
| Starlight..... | Lavender |
| Eva Foerster..... | Pink with white eye |

Jud-Pak Phlox are individually jacketed in bright four color wrappers. Each plant is carefully wrapped, then inserted in jacket.

PACKAGING: 24 individually wrapped plants of one variety per carton.

WHOLESALE PRICE LIST

20c per pkg. \$4.80 per Case. Suggested Retail 39c.
Shipping Weight 10 lbs. per carton—Express Prepaid
six cartons or more. Orders may be Combined for
Prepaid Shipment.



JUD-PAK STRAWBERRY PLANTS

Packaged in a compact shipping carton that opens into a self-selling, space-saving counter display. Each carton carries 24 beautiful four color packages containing 25 strawberry plants per package. (600 plants per carton) Seal packaged to hold up well.

WHOLESALE PRICE LIST

| JUNE BEARING | Per pkg. | Per Case |
|----------------|----------|----------|
| Dunlap..... | .50 | 12.00 |
| Blakemore..... | .50 | 12.00 |
| Premier..... | .55 | 13.20 |
| *Jumbo..... | .75 | 18.00 |

*(Recommended as a fine strawberry for freezing)

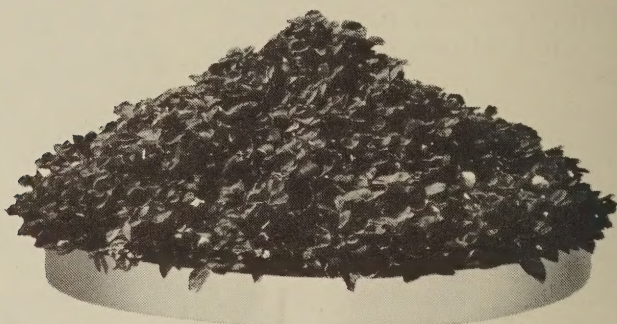
| EVERBEARING | Per pkg. | Per Case |
|-------------------|----------|----------|
| Gem..... | .75 | 18.00 |
| Superfection..... | .85 | 20.40 |
| Streamliner..... | .85 | 20.40 |
| 20th Century..... | 1.00 | 24.00 |
| *Rich Red®..... | 2.50 | |

*Plant Patent No. 993—Established retail \$5.00
for 25 plants.

Weight 25 lbs. per carton—Express Prepaid.



"PYRAMID" ** circular terraced garden*



Pat. 2,651,143
Pat. Pending

*Trade Mark

This is the large, four terraced "PYRAMID" 6' in diameter. Each aluminum band is 5" wide. Recommended for 50 everbearing strawberry plants.

WHOLESALE PRICE LIST

| | F.O.B. BRISTOL INDIANA | Postpaid Direct To Your Customers Using Your Shipping Tag | Suggested Retail Prices |
|-------------------------|------------------------------|---|-------------------------------|
| LARGE PYRAMID | \$5.50 | \$6.15 | \$9.95 |
| ACCESSORIES FOR PYRAMID | | | |
| SUPPORT STRIPS | 2.10 | 2.40 | 3.95 |
| COVER (Plastic) | 4.00 | 4.30 | 6.95 |
| NET | 4.00 | 4.30 | 6.95 |
| SPRINKLER (Complete) | 3.00 | 3.30 | 5.25 |

COUNTER DISPLAY SELLS PYRAMIDS FOR YOU

An exact aluminum miniature display of the popular "PYRAMID" circular terraced garden will do an excellent sales job right on your counter. The actual aluminum "PYRAMIDS" are coil packed in carry-out size cartons and can be sold right off the shelf.

Counter Display included with initial order for six "Pyramids" when specified on your purchase order.

Enjoy Strawberries
at home this attractive, compact way!



PLANT
'N PICK

PLANT
'N PICK

PYRAMID Circular Terraced Garden

- Plant 50 Everbearing Strawberry Plants.
- Made of long-lasting aluminum coil.
- Complete instructions in each carton.
- Can be used with flowering plants, bulbs, etc.





PYRAMID ACCESSORIES



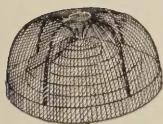
**SUPPORT
STRIPS**

If you plan on using either plastic cover or netting, strips must be installed first as support.

**PLASTIC
COVER**



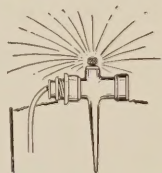
New type, weathers well. Acts as a cold frame or greenhouse for early planting and frost protection.



NETTING

Covers support strips and protects bed from birds. Also holds leaves in winter as cover.

**COMPLETE
SPRINKLER**



Includes nozzle, copper tubing and hose connection at base. Runs through bed and out under bottom band to connect with garden hose.

THE BEST PLANTS FOR PYRAMIDS

We recommend these everbearing Strawberries for Pyramid planting—Red Rich, 20th Century.



**A COMPLETE
LINE OF
PERENNIALS**

**POTTED
AND
BARE ROOT**



**FOR PACK-OUT,
BULK and
RETAIL SALES**

**A complete description of perennials
for bulk, pack-out and retail sales
will be found in these pages.**

JUDSON WHOLESALE NURSERIES
BRISTOL, INDIANA